

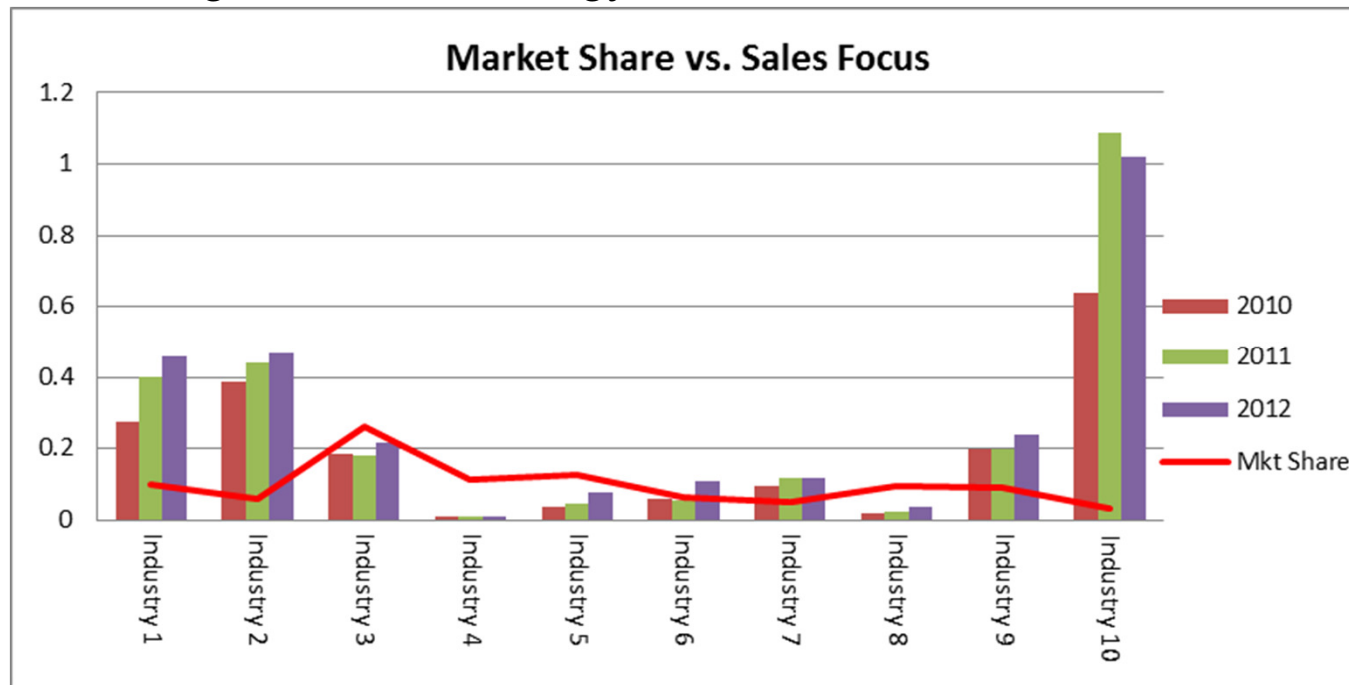
**DATA INTEGRITY of
CUSTOMER DATA
at
INSTRUMENT MANUFACTURER**

Data Integrity at Instrument Manufacturer

- Challenges to the Organization – prior to launch
 - Very customer focused business
 - Do whatever it takes to get the business – no standard practices
 - Changed MRP software
 - Leadership change
 - New President
 - Customer data...
 - Determines sales focus
 - Affects lead time through accuracy and ability to enter new orders
 - Affects communication channels

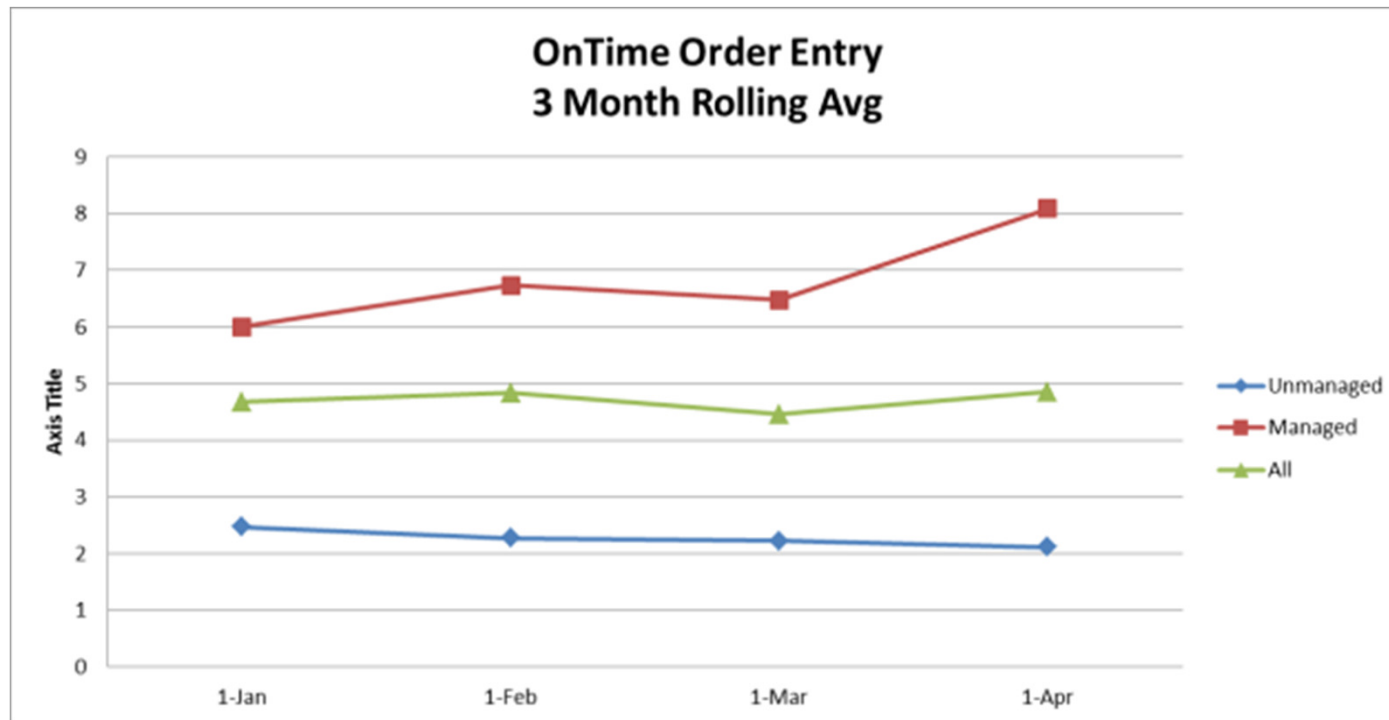
Data Integrity at Instrument Manufacturer

- Problem:
 - The company was not able to operate effectively because of incomplete or wrong information in the customer data
 - Phase 1: Errors in our Representative contact information cause poor communication and risk exposure of confidential information.
 - Phase 2: Errors in NAICS Codes cause distrust in results and errors in forecasting and sales strategy



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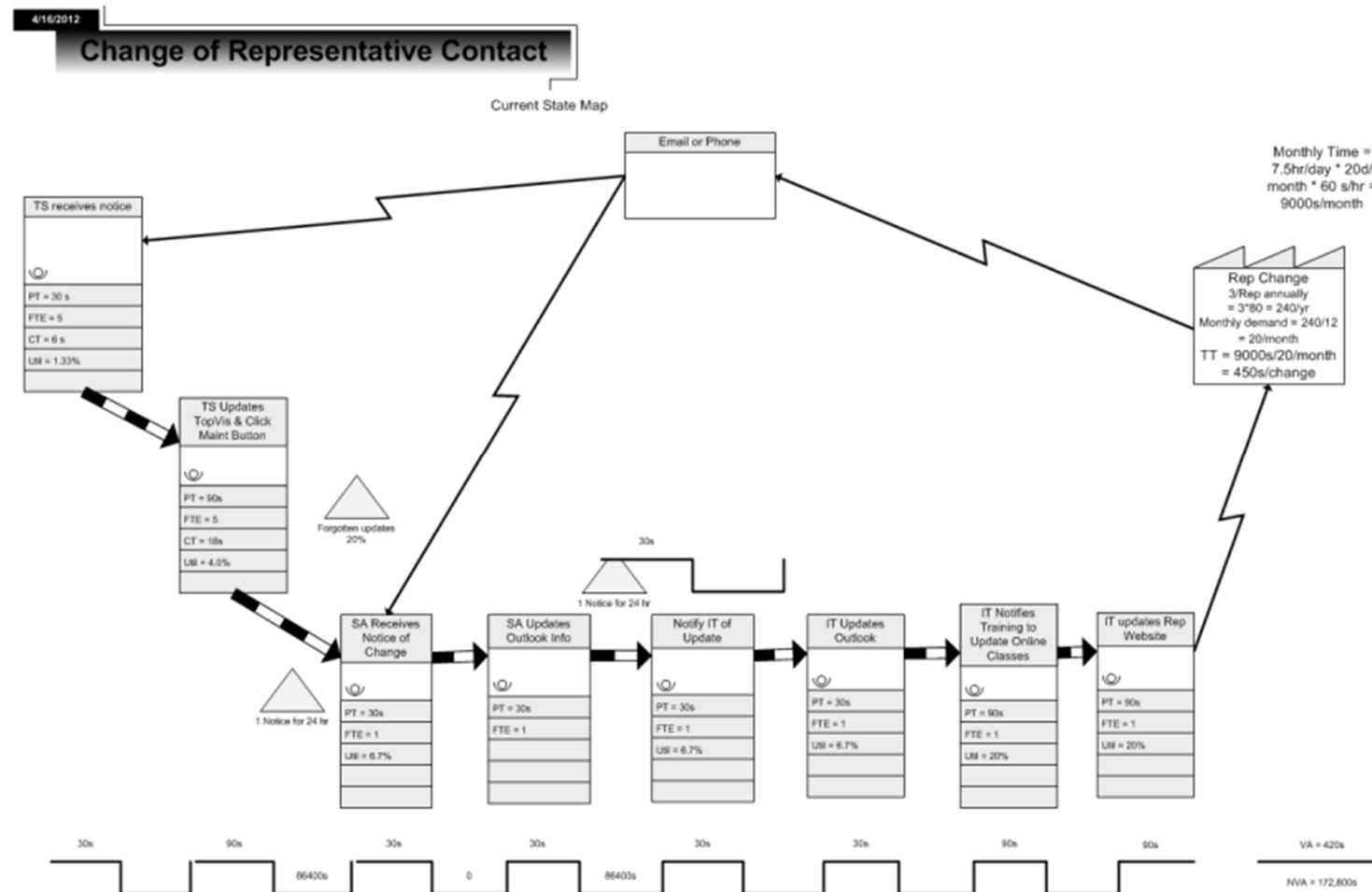
- Phase 3: Orders cannot be shipped within 5 day lead time due to bad customer information



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Phase 1

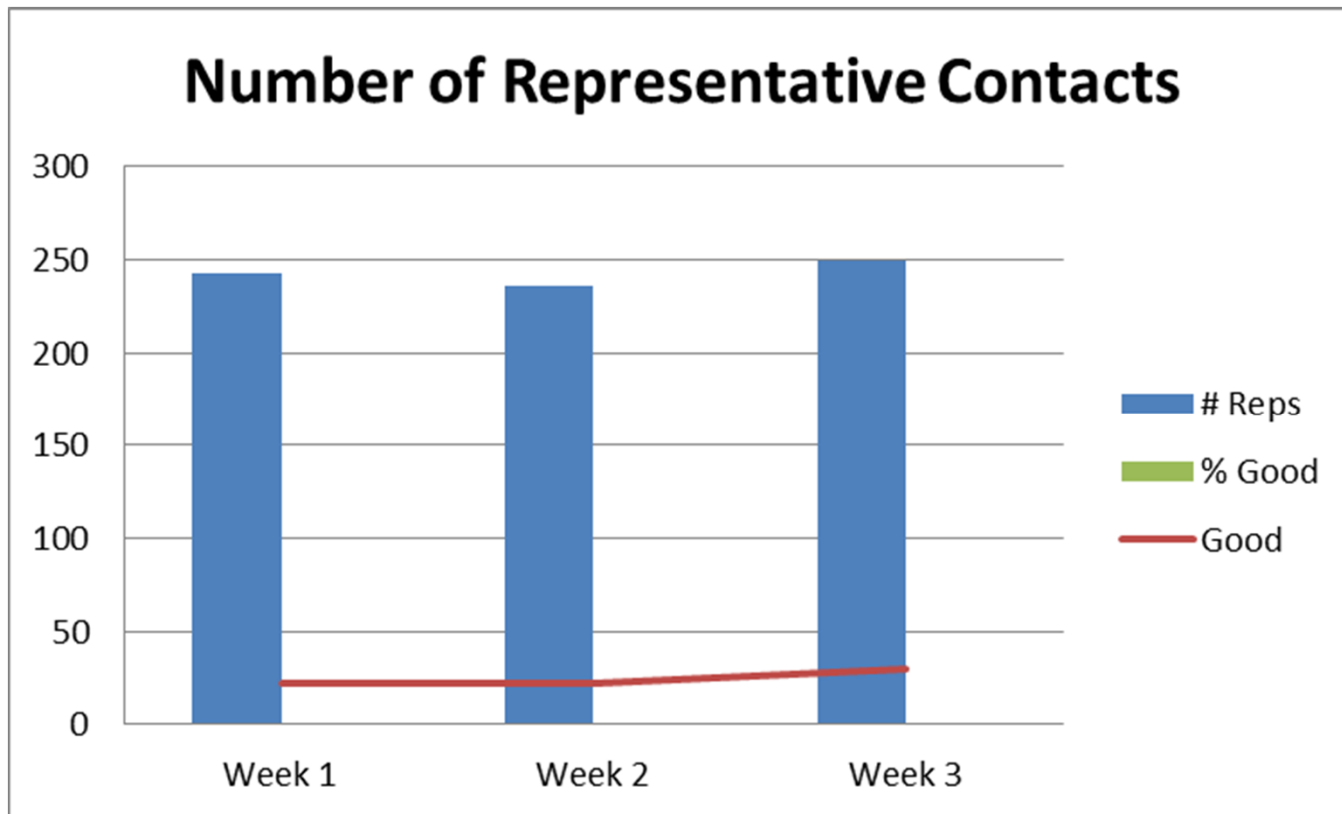
- Process to address Representatives Information
- Mapped the process



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Phase 1

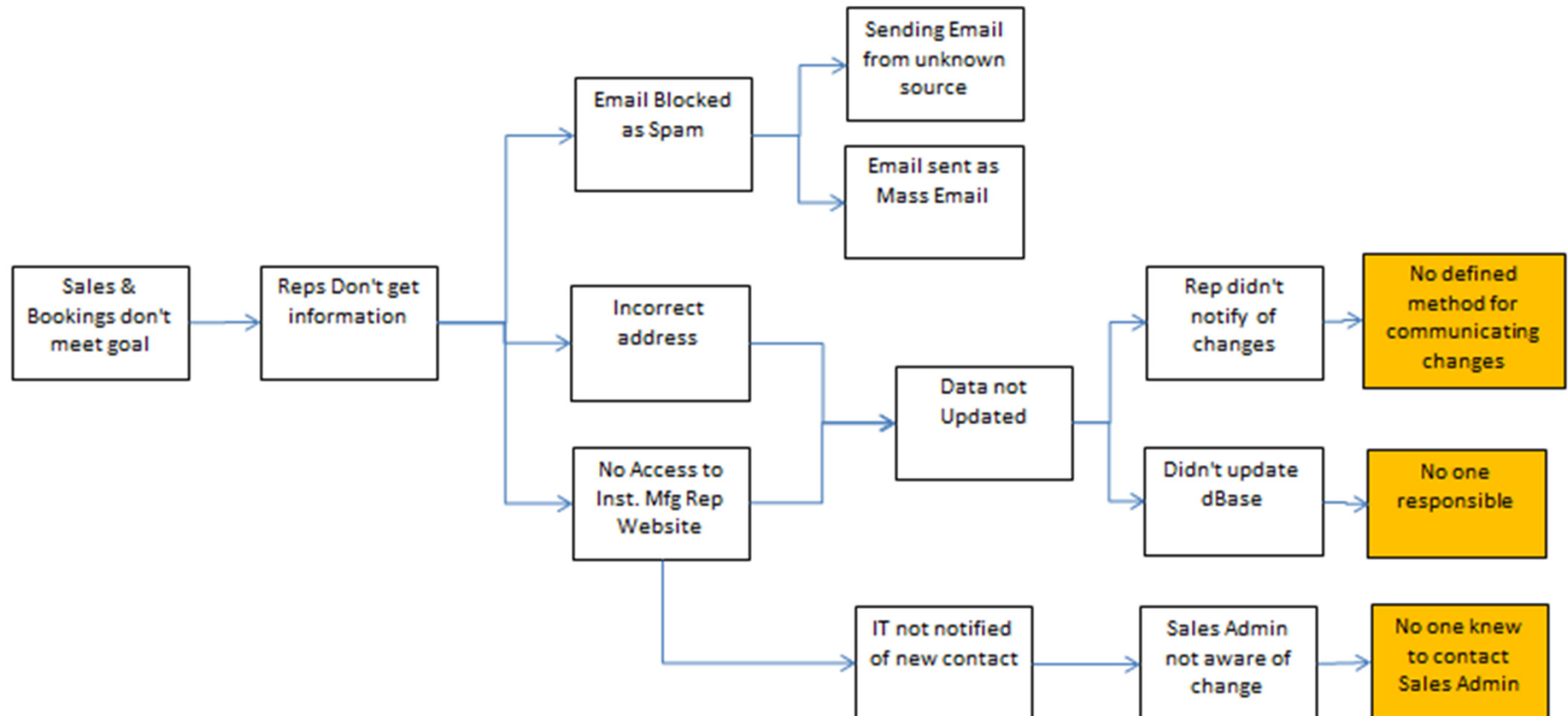
- Current State Analysis of data



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Phase 1

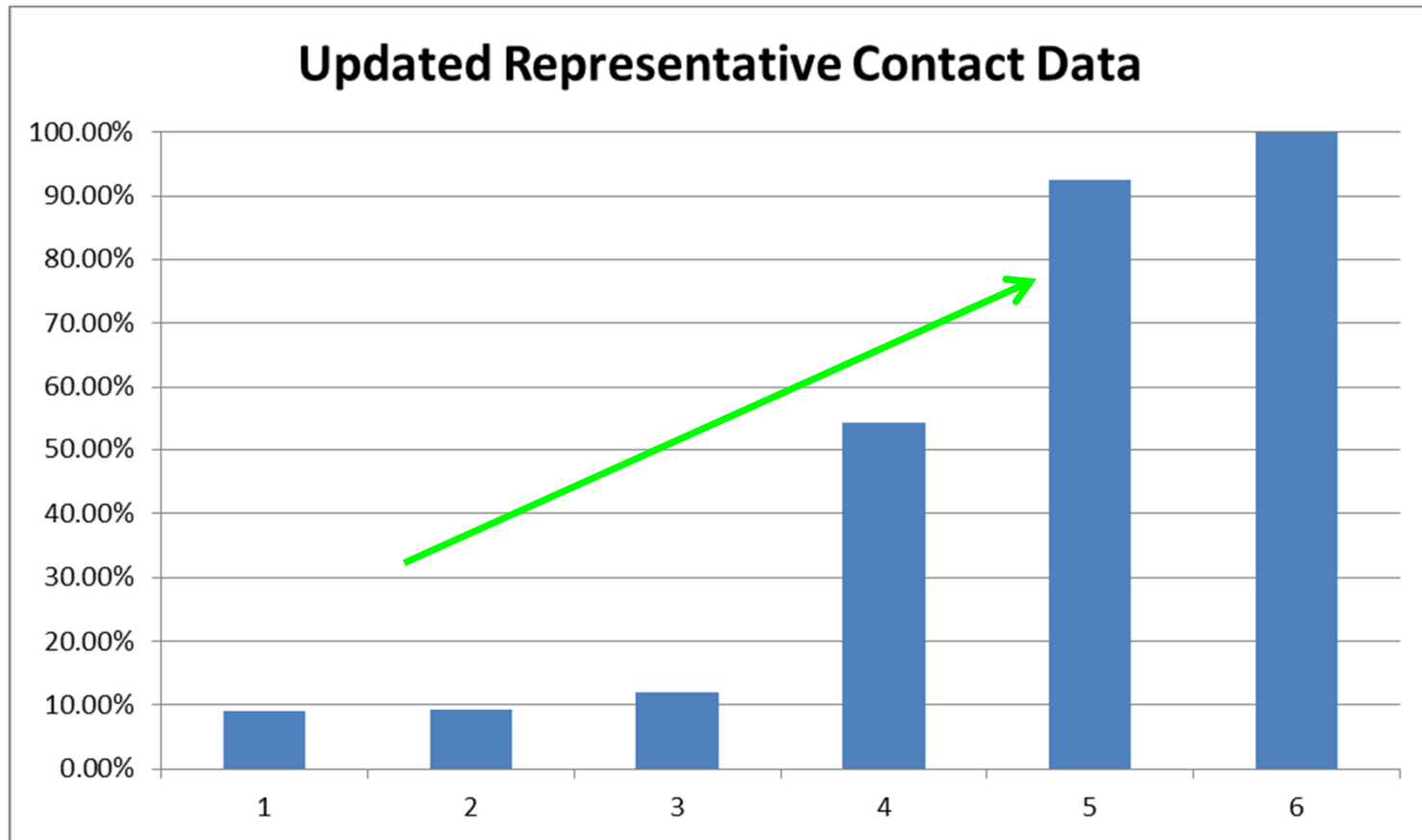
- Cause Map



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Phase 1

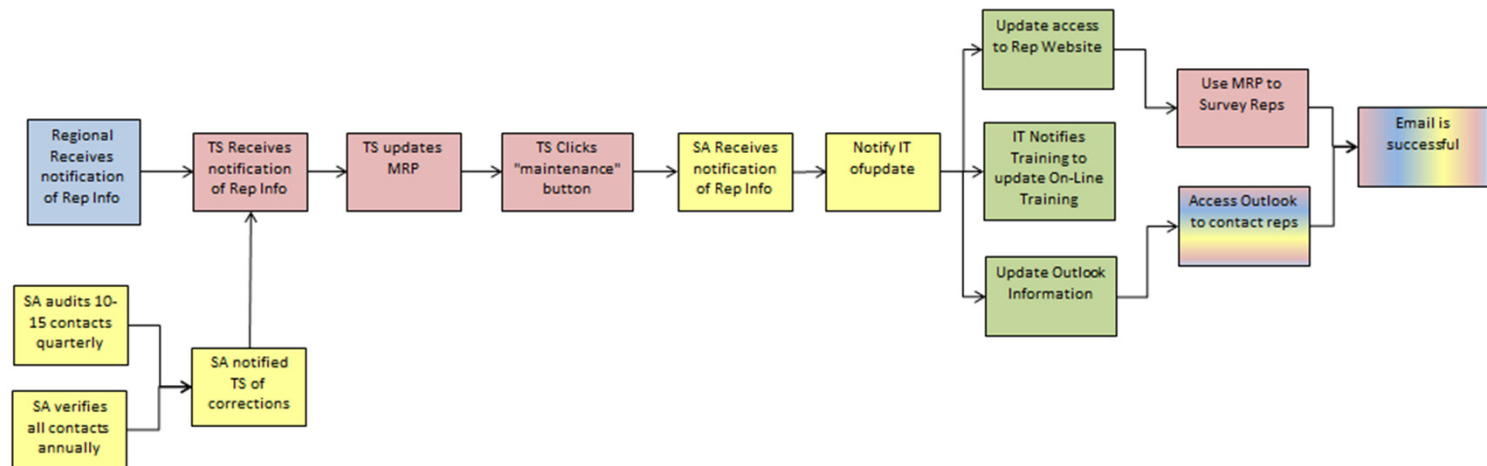
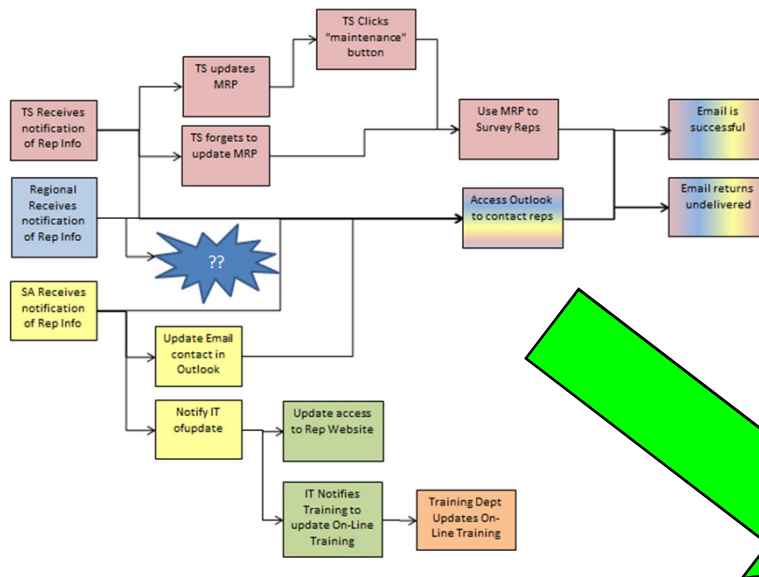
- Results:
 - Goal: Accuracy of information at 100%



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Phase 1

- Goal: Determine communication channel



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- Learnings:

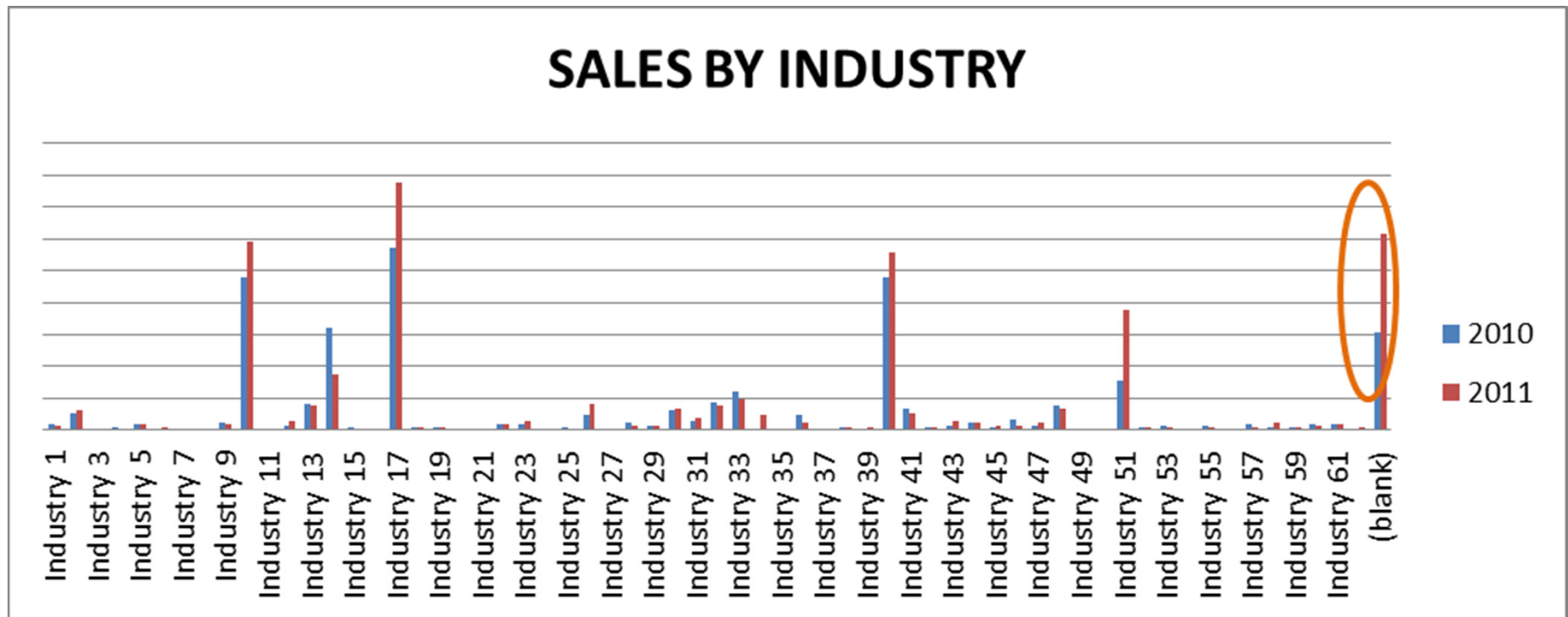
- Phase 1**

- Analysis phase/current state needs to be thoroughly understood
 - Value Stream Mapping gave us excellent insight, and provided significant information for another project to reduce lead times.

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Phase 2

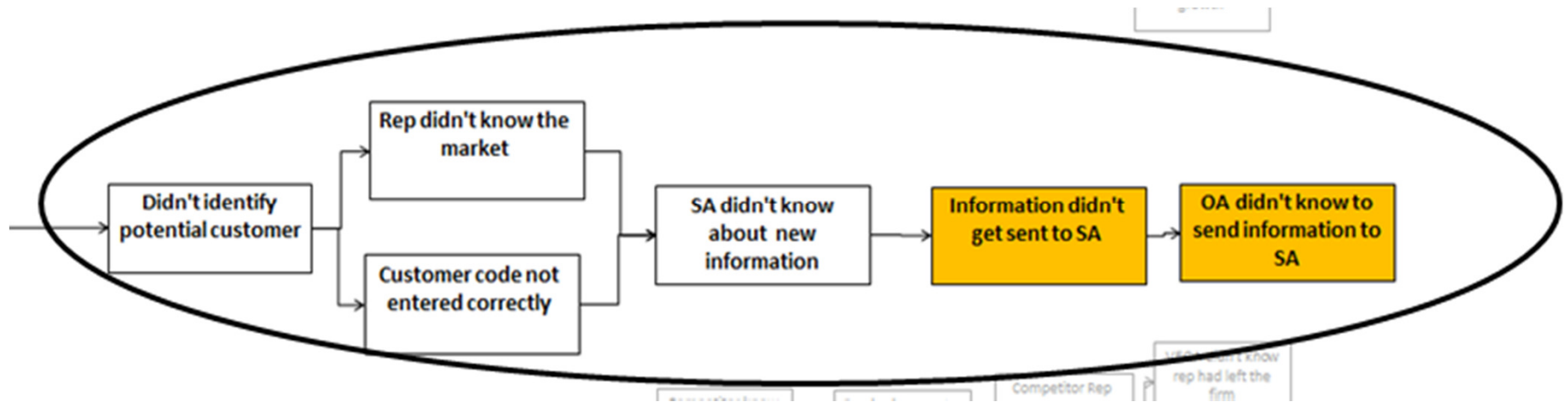
- Process to clean and assign NAICS Codes



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Phase 2

Cause Map



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Phase 2

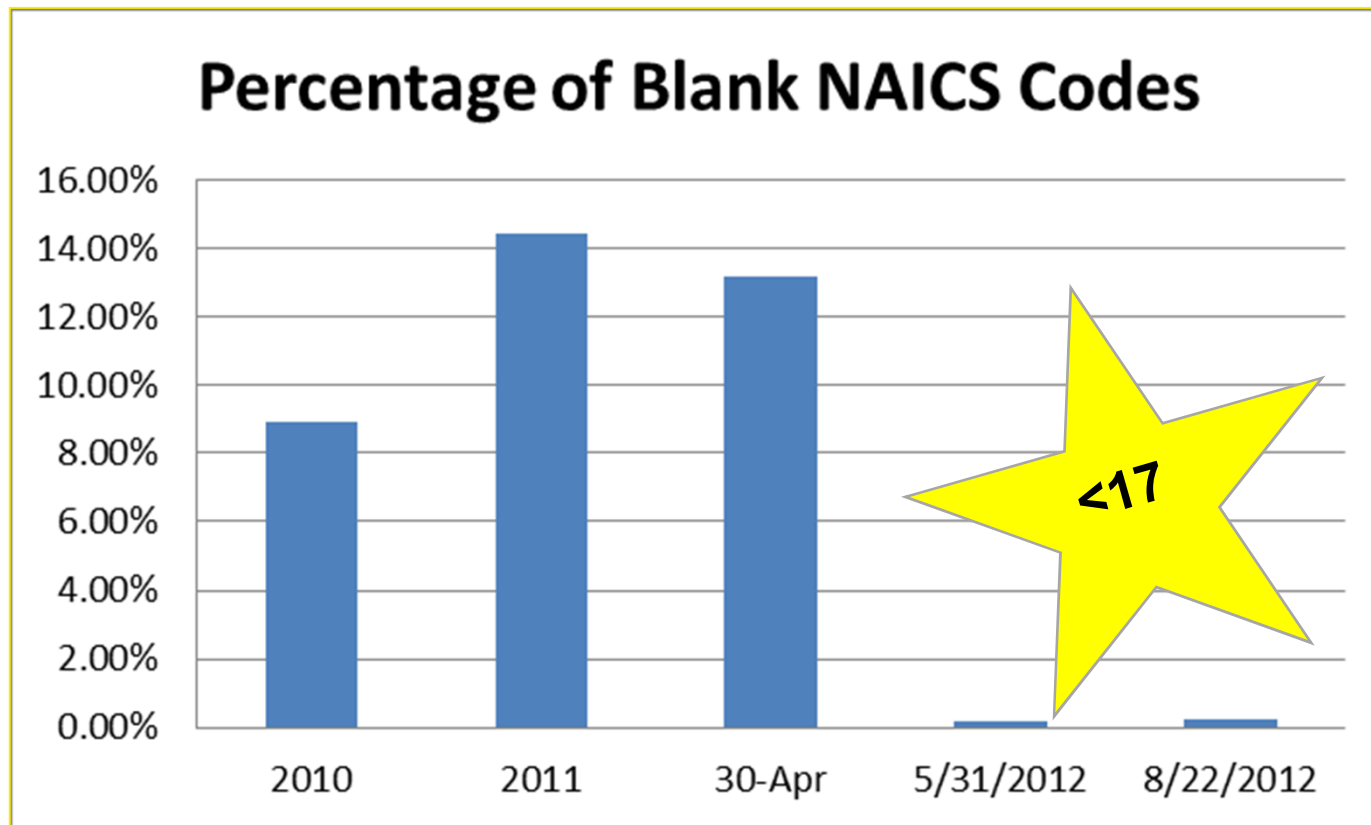
- Implementation Plan

	Task	Due	Responsibility
✓	Determine source for code	4/7/12	IT
✓	Clean data	5/7/12	Sales
✓	Document Process	5/22/12	Quality
✓	Verify Process	6/11/12	Team

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Phase 2

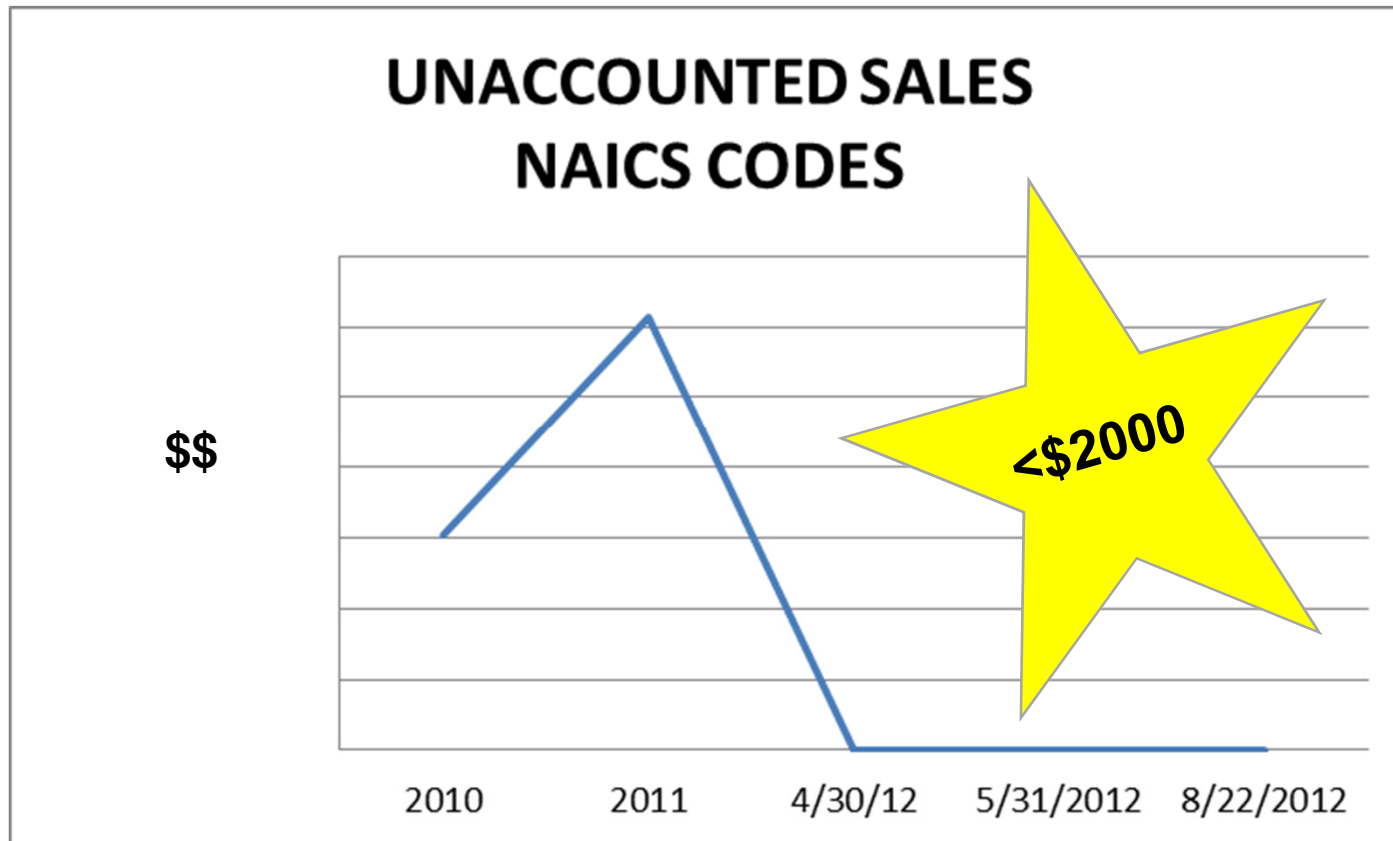
- Results:
 - Goal: <30 unknown codes per day



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Phase 2

- Goal - <\$5,000 in unknown sales



- Additional Effect:



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- Learnings:

- Need to clearly identify metrics and sources of data early

Phase 1

- Value Stream Mapping gave us insight, but not as much for our project, but for another project to reduce lead times.

- Cause Map was a great tool to get to root cause

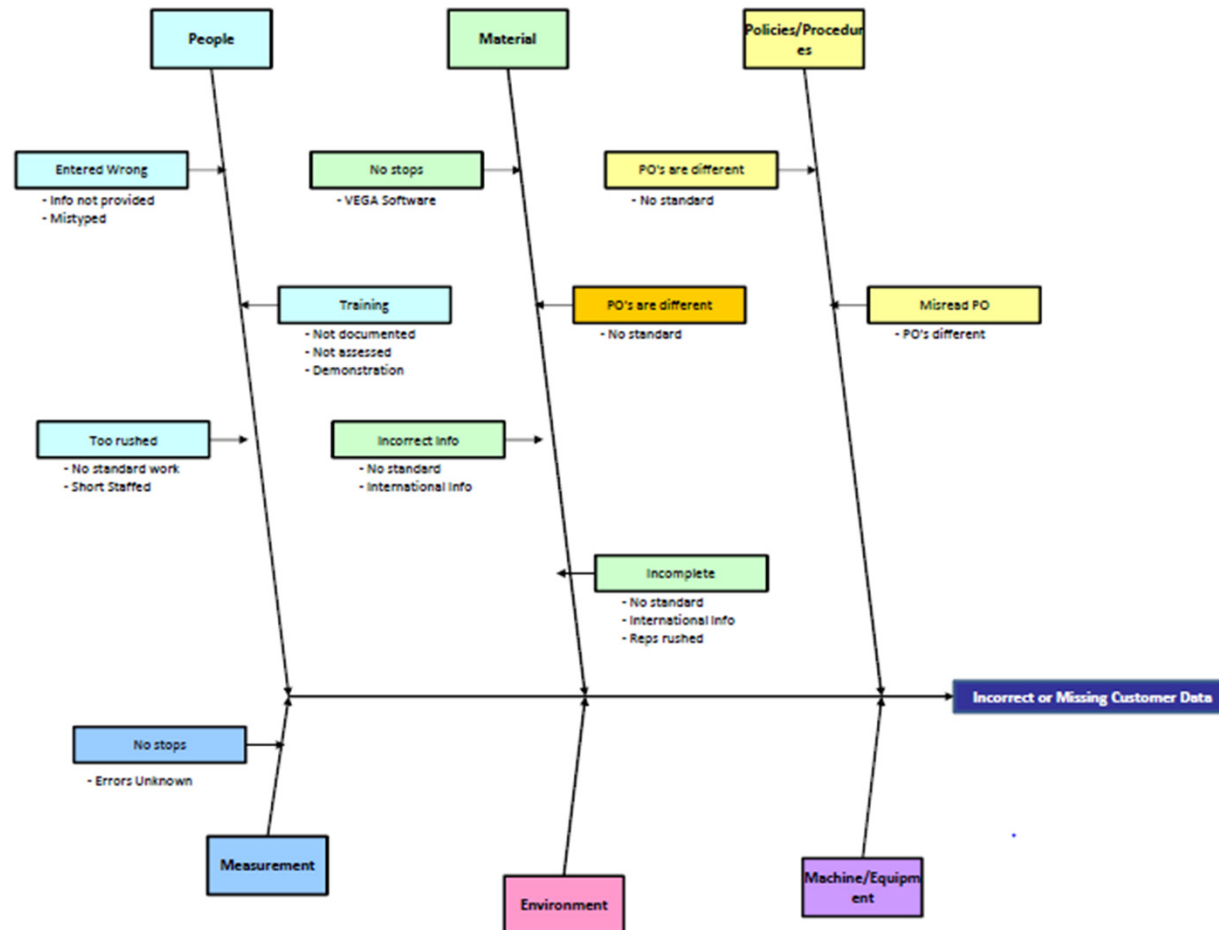
Phase 2

- Improved business acumen – people knew the reason for the code!
- Biggest impact on business – reduction in unclaimed Sales to \$2000!

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Phase 3

- Process for Cleaning Customer Data:
 - Determined current state and cause



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Phase 3

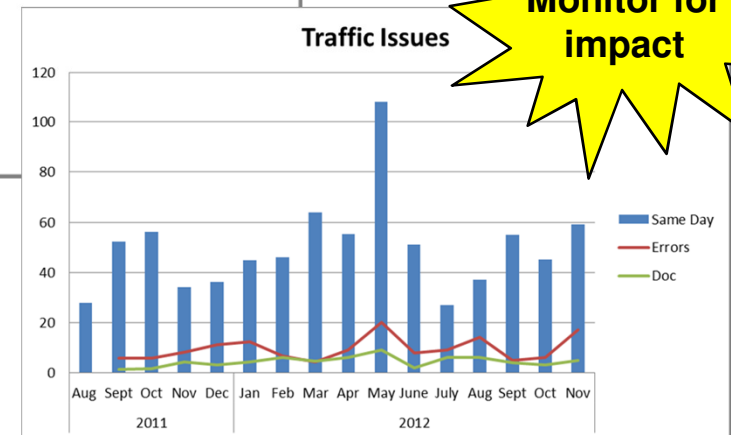
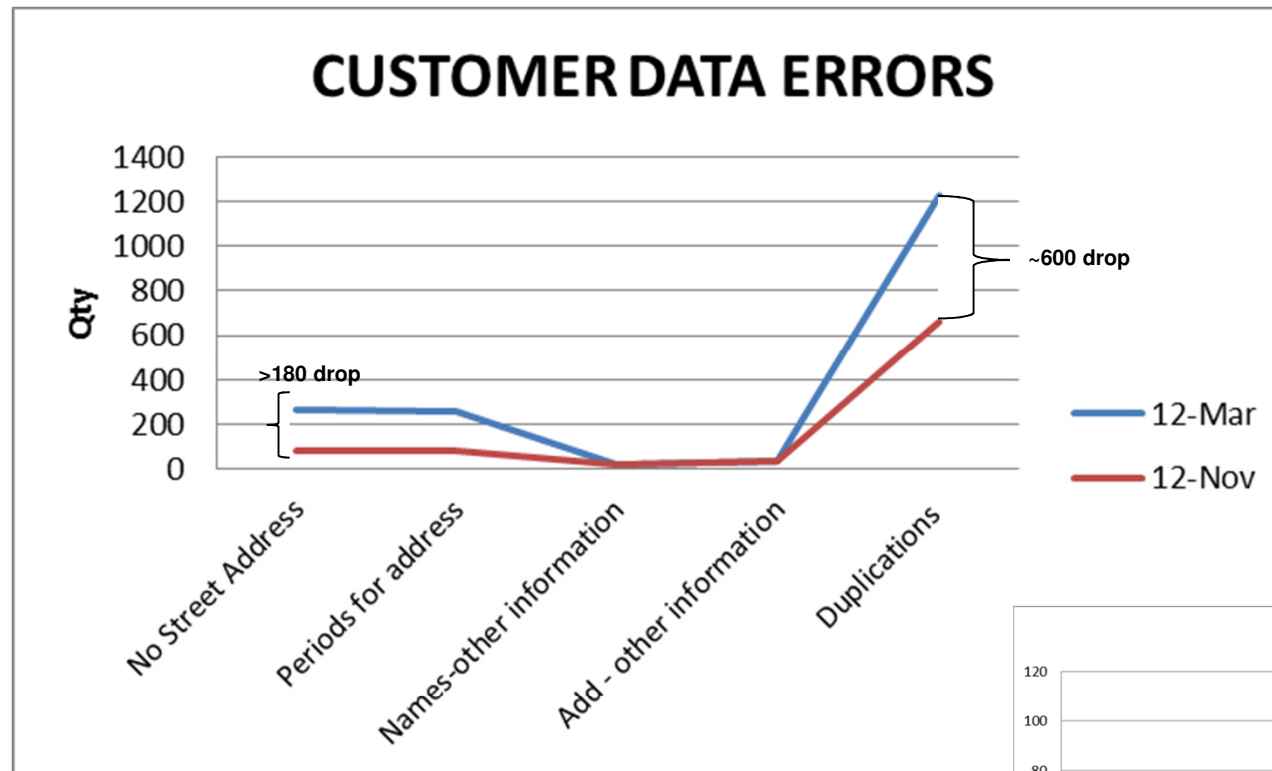
- Implementation Plan

	Task	Due	Responsibility
✓	Determine source for code	9/15/12	IT
■	Clean data	12/31/12	Sales
■	Document Process	12/31/12	Quality
■	Verify Process	2/28/13	Team

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Phase 3

- Results:



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- Learnings:

Phase 1

- Need to clearly identify metrics and sources of data early
- Value Stream Mapping gave us insight, but not as much for our project, but for another project to reduce lead times.

Phase 2

- Cause Map was a great tool to get to root cause
- People had no idea the purpose or impact of the code
- Biggest impact on business

Phase 3

- Lost Steam! Disciplined approach helped us get back on track
- Using a cause map or fishbone diagram helped us to focus and address the root cause
- Sustainability – how to insure standardized processes

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- Additional Benefits to the Company
 - VSM of Order Entry Process used by another project
 - Order entry lead time went from 2+ days to less than 1 with 0 orders in cue.
- Using A3 and VSM in Production to address On Time Delivery
 - Went from 89% to >95% for 3 consecutive months
 - A3's and VSM will be standard for process improvement projects
- Specific strategy around Process Improvement

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